**List of KPIs**

|  |  |  |  |
| --- | --- | --- | --- |
| **KPI name in full** | **Explanation** | **Variables needed** | **Source** |
| Customer Satisfaction Score (CSAT) | to measure customers’ satisfaction with their recent purchase/support interaction/service | Rating | https://www.netomi.com/customer-service-kpi |
| Net Promoter Score (NPS) | It measures how strong the relationship between the customer and your company is | Rating | https://www.getfeedback.com/resources/csat/how-to-measure-customer-satisfaction-kpis/ |
| Overall Satisfaction | It measures customers’ overall satisfaction with the products and services | Rating | https://www.getfeedback.com/resources/csat/how-to-measure-customer-satisfaction-kpis/ |
| Product satisfaction | It measures customers’ satisfaction with a particular product | Rating, Product id, Review Text |  |
| Manufacturer satisfaction | It measures customers’ satisfaction with a particular manufacturer | Rating, Manufacturer ID |  |
| Genuine Customer | It measures how genuine the reviewers’ reviews are and how helpful the review was | Reviewer,  Number of Times Found Helpful, Recommended Review |  |

**Customer Satisfaction Score (CSAT):**

CSAT is a customer loyalty metric used by companies to check how satisfied the customer is with the whole experience. We can ask the customer to rate his experience at the end of the purchase.

**Net Promoter Score (NPS):**

NPS is also a loyalty metric used to measure the number of satisfied customers and how strongly customers feel about the company in a positive or negative way. It also tells if your customers might become churn ( turn to a competitor if the right offer comes along ).

**Overall Satisfaction:**

Overall satisfaction is gives us a strong voice of the customer to measure and analyze how customers feel about your business. It is combination of all scores such as NPS, CSAT

**Product satisfaction :**

This KPI is used to measures customers’ satisfaction with a particular product. Here we will use the variables rating, product id, review text. Using these variables, we can find out customers views about a particular product let it be positive or negative.

**Manufacturer satisfaction :**

This KPI is used to measures customers’ satisfaction with a particular manufacturer. Here we will use the variables rating, manufacturer id. Using these variables, we can find out customers views about a particular manufacturer let it be positive or negative.

**Genuine Customer:**

This KPI helps figure out genuine customers whose views are genuine and are valued. We can figure this out using variables Reviewer, Number of Times Found Helpful, Recommended Review.

**References**

1. Customer Satisfaction Score (CSAT) [click here](https://www.netomi.com/customer-service-kpi)
2. Net Promoter Score (NPS) [click here](https://www.getfeedback.com/resources/csat/how-to-measure-customer-satisfaction-kpis/)
3. Overall Satisfaction [click here](https://www.getfeedback.com/resources/csat/how-to-measure-customer-satisfaction-kpis/)